

The Perrysburg Journal.

E. L. BLUE - - - - Editor
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SPECIAL NOTICE.
Cards of Thanks, Obituary Poetry and Resolutions of Respect are published at the rate of 5 cents per line only. There will be no deviation from this rule.

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THURSDAY, MARCH 25, 1915.

CONCERNING PUBLICITY.

"Newspapers are the best advertising mediums for a retail store because they bring direct results," said Ernest S. Jaros, publicity manager of a large Columbus department store, in a talk given before the advertising class of the Ohio State University last Wednesday. Mr. Jaros spoke on "Planning the Campaign," outlining the various things which must be taken into consideration in selling goods through publicity.

Mr. Jaros divided all publicity work into two kinds, general and definite. As an example of a general publicity medium, he gave electric signs. "The electric sign in front of a store, or a sign on a fence, serve to keep the name of the firm before the public," he said. "But when this same name is placed in a newspaper advertisement, together with an announcement or description of some article the store is offering for sale, the advertisement becomes definite and specific. Not only is the name placed before the public, but the advertisement also brings people into the store to buy something."

There are 50 members in the university advertising class to which Mr. Jaros spoke. Instruction is given the students in all branches of advertising work.

Complaint is made of the overloading of the criminal court of Franklin county by the trial therein of the many cases of graft which the administrations of Harmon and Cox have produced, and added cases are in sight.

The only employe of the state whose salary has been raised by the Howard economy commission, is the maker of medicine for a pig sickness. Dr. Fitzgerald, who produces a serum for hog cholera which is so reliably effective that the national government has bid for his services, had his salary raised from \$2,800 to \$3,000. The agricultural commission having said he was worth \$10,000 a year to the state, the increase does not seem foolish or exorbitant.

Referring to the bill introduced in the house at the instance of a civic organization from Cleveland, providing that the legislature create a state-paid Vice Commission, the Mansfield News says, editorially: A lot of people who have never made much of a success at anything they have undertaken—either through lack of ability or industry—have suddenly blossomed out as would-be saviors of mankind and have secured the moral and financial support of a public always ready to pay deference to what seems to be based upon moral or religious principals.

Real morality and true Christianity owe it to themselves to become better acquainted with "reformers" and to analyze more carefully the motives that actuate the hosts of individuals who under so many devices and disguises are abroad in the land as "reformers" but who in reality are playing confidence games that put to blush the puny efforts of thimble-riggers, three card monte men, sellers of "green goods" and the entire bunch of sharks and sharpers, who, unlike the "reformers," place their liberty in jeopardy by practicing their wiles for scant gains, while the "reform" fakers have soft snaps, easy money and fat jobs in getting away with the usufruct without any danger of arrest and penalty.

The fall of Przemyśl to the Russians may prove the turning point in the European war. Reports claim 120,000 Austrian troops were in the fortress when it surrendered. Many of them were so weak from starvation that they were unable to walk.

—Mr. Joe Rossbach is home from Ft. Wayne for a few days.

—Mr. Henry Betz, who has been quite ill, is slowly recovering.

—Mr. Walter L. Wilson of Kansas City, Mo., was in Perrysburg Tuesday looking over the town where his mother (formerly Miss Nellie Crepps) was born and spent her youth.

—Last Wednesday Mrs. E. E. Clark entertained about thirty-three guests at a charming St. Patrick's party. The guests were surprised at the many prominent qualities of their friends as proven by their various stunts. Many clever and novel suggestions and entertainments made the afternoon a pleasant one indeed. After a dainty, attractive luncheon, the guests departed unanimously proclaiming Mrs. Clark an ideal hostess.

—Go through the Holy land with Dr. Pheley at the Presbyterian church Sunday night. It don't cost a cent. Even the kiddies enjoy it and they are good judges of entertainment. The editor says it's more instructive than a sermon; more interesting than a book; more pleasing than a picture show, and that it's really worth while. The church was filled last Sunday eve. Commences at 7:30. Come early to make sure of a seat.

—Chas. Swartz, wife and family entertained as their Sunday dinner guests, John Swartz and wife, Emma, Addie, Esther, Henry and Ralph Swartz, Alfred Swartz, wife and daughter Elsie, Elmer Swartz, wife and daughters Ellen and Jessie May, Wilson Kohl and son Howard, Mrs. Julia Bench, E. J. Spilker and wife of Webster township and Fred Kepler of Luckey. The host and hostess made it a day to be well remembered.

CASH FOR OLD STAMPS

EDWARD L. WENZ
PERRYSBURG, O.

Is a liberal buyer of old postage stamps. U. S. (1847-1880), Canadian or German (before 1871) on their original envelopes or covers. If you have correspondence between 1840 and 1875, some of the stamps may prove of value. Don't tear them off, leave them as you find them. Send a postal and I will call and make an offer.

DAYS THAT ARE GONE.

There are many people still living in Perrysburg who will remember with pleasure, Mr. Fred G. Andrews and Mr. Joe K. French who, as young men, were frequent visitors to Perrysburg where they were special favorites of the foot lights in local theatricals, when such thrilling plays as "Under the Gas Light," "Foiled," "The Toodles," "Ten Nights in a Bar Room," "Uncle Tom" and "Rip Van Winkle" were produced. That was some 35 years ago or more, but all the scenes of by gone days were vividly brought to mind on Thursday afternoon last when Fred and Joe came into the Journal sanctum and with the editor rehearsed a few lines from memories of the distant past.

Mr. French is a successful business man in Toledo, pursuing the course in which he started as a youth, while Fred has spent the past 35 years in a professional career with fame and fortune ever leading him on to greater effort. He has toured the United States and has probably had as interesting and exciting experiences as is usually allotted to man. At present Mr. and Mrs. Andrews are resting at their Lyonel Inn at Lily Dale, New York. Their friends are glad that fortune has been reasonably kind to them.

If You Are Losing Weight
and your nerves are in bad condition,
we recommend

Rexall Olive Oil Emulsion
containing Hypophosphites
a food and nerve tonic prescription.
C. P. Champney.

Additional Local.

—Mrs. A. J. Witzler called on friends in Waterville Friday.

—Mr. Robert Mawer is spending a few days at Anderson, Ind.

—Mr. and Mrs. George Wilde were guests of Ernest Mandel on Sunday.

—Mr. George Gilbert of Sandusky visited a few days with Mr. Henry Wilde and family.

—FOR SALE—Ragene 220 egg incubator and brooder. S. S. Eddy, Locust St., op. Ball Park.

—Mr. and Mrs. Lorin Phillips, of Dowling, spent Friday with Mr. Earl Simmons and family.

—Mr. Wm. Hoffman and family spent Sunday with Mr. and Mrs. Wm. Schleet and daughter.

—Mr. and Mrs. Geo. Simmons were Sunday dinner guests of Mr. and Mrs. Fred Gruesshaber.

—Miss Liza Williams of Tontogany was the guest of Mr. and Mrs. Geo. Williams Saturday.

—Miss Elsie Hankins, of Delaware, will spend her vacation with Mr. Harry Thomas and family.

—Mr. and Mrs. W. O. Burch had as their guests over Sunday Mrs. R. H. Whitacre and son of Bays.

—Mrs. Edwin L. Clay entertained the New Century Club at her home Wednesday afternoon.

—Lime City Base Ball team will meet at C. F. Rider's store at 7 p. m., Friday night for organization.

—Mr. John Zurfuh and Mr. Walter Kippas of Toledo called on Perrysburg friends Wednesday.

—Miss Cenia Small, Miss Lydia Budd, Mr. Geo. Budd of Toledo, took Sunday dinner with Mr. and Mrs. Carrie Lindsay.

—The Ladies' Aid Society of the M. E. Church held a chicken supper Wednesday night. As ever, the supper proved a success.

—Mr. and Mrs. Geo. Knerr and family of Rossford, Mr. Raymond McDonald of Toledo, were guests of Mr. C. Knerr and family Sunday.

—Mrs. E. C. Lee, who has been making her home with relatives in Columbus during the winter, is now visiting relatives in Cleveland.

—The Misses Mildred, Edna, Mabel, Dorothy and Alice Frusher spent Sunday with their grandparents, Mr. and Mrs. Chas. Roe and family.

Cheapest accident insurance—Dr. Thomas' Eclectic Oil. For burns, scalds, cuts and emergencies. All druggists sell it. 25c and 50c.—Adv.

—J. F. Byrne and wife of near Perrysburg had as their Sunday afternoon, Mrs. Edward Spilker of Dunbridge.

—FOR SALE—Barred and White Plymouth Rock eggs for setting. Also setting hens Reasonable.

GUTHRIE BROS.,
Maple and 5th Sts.

Watch Your Children

Often children do not let parents know they are constipated. They fear something distasteful. They will like Rexall's—A mild laxative that tastes like sugar. Sold only by us, 10 cents.
C. P. Champney.

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC.,
of The Perrysburg Journal, published weekly, at Perrysburg, Ohio, required by the Act of August 24, 1914.
Editor—E. L. Blue, Perrysburg, O.
Managing Editor—E. L. Blue, Perrysburg, O.
Business Manager—E. L. Blue, Perrysburg, O.
Publisher—E. L. Blue, Perrysburg, O.
Owners—E. L. Blue and Mrs. Minnie L. Blue, Perrysburg, Ohio.
Known bondholders, mortgages, and other security holders, holding one per cent or more of total amount of bonds, mortgages, or other securities—None.
E. L. BLUE,
Editor, Publisher, Business Manager.
Sworn to and subscribed before me this 22 day of March, 1915.
R. R. HARTSHORN,
Notary Public, Wood Co., O.

Millinery Opening

The annual Easter millinery opening of Miss L. Emch will take place April 1st and 2d. Ladies are cordially invited.

PERRYSBURG MARKET.

Corrected every Wednesday noon by the C. L. Maddy Elevator Co.

No. 2 red wheat	1.40
No. 3 red wheat	1.38
No. 2 white wheat	1.38
No. 3 white wheat	1.36
Ear Corn	.95
Oats	.80
Rye	.80

PRODUCE

Eggs	.16
Butter	.26
Lard	.11

CATTLE AND HOGS

Corrected every Wednesday noon by Munger Bros.

Steers	.03 to .071
Cows	.03 to .05
Calves	.07 to .09
Hogs	.034 to .062
Lambs	.06 to .07
Hides	.10
Tallow	.04

POULTRY

Turkeys	.18
Chickens	.15
Old Roosters	.10

—Mrs. E. L. Clay entertained the New Century club on Wednesday afternoon.

—FOR SALE—Fresh milch cow with calf by side. Call at this office for address of owner. 5a

—William Duhammel of Bowling Green died on Friday last and his body was taken to Dowling on Saturday where the funeral was held at 2 o'clock.

—Miss Mary Clay who is attending college at Ypsilanti, Mich., will be home Friday to spend her Easter vacation. She will be accompanied by her college chum, Miss Theresa Knapp.

AH! THE INVIGORATING WHIFF OF THE PINE FOREST!

How it clears the throat and head of its mucous ailments. It is this spirit of Newness and Vigor from the health-giving Piney Forests brought back by Dr. Bell's Pine-Tar-Honey. Antiseptic and healing. Buy a bottle today. All Druggists, 25c.—Adv.
Electric Bitters a Spring Tonic.

—FOR RENT—Separate front part of Taneyhill place; 4 large rooms, 3 closets and pantry; front and side porches, cistern, well and garden, \$8.00. Quiet, small family preferred. NICHOLAS J. KYLL.

—Messrs. Jake and Fred Orouke of Toledo, John Greiner, Ray Sattler, Mr. and Mrs. Gust Swartz and daughter Velma, Mr. and Mrs. Henry Sherman and family of Lima City, and Mr. and Mrs. Wilbur McCutcheon of Stony Ridge spent Sunday with Mr. and Mrs. Jake Swartz.

There is more Catarrh in this section of the country than all other diseases put together, and until the last few years was supposed to be incurable. For a great many years doctors pronounced it a local disease and prescribed local remedies, and by constantly failing to cure with local treatment, pronounced it incurable. Science has proven Catarrh to be a constitutional disease, and therefore requires constitutional treatment. Hall's Catarrh Cure, manufactured by F. J. Cheney & Co., Toledo, Ohio, is the only Constitutional cure on the market. It is taken internally in doses from 10 drops to a teaspoonful. It acts directly on the blood and mucous surface of the system. They offer one hundred dollars for any case it fails to cure. Send for circulars and testimonials.
Address: F. J. CHENEY & CO., Toledo, O.
Sold by Druggists, 75c.
Take Hall's Family Pills for constipation.

C. A. BRAUN

Plumbing, Tinning, Gas Fitting and Repair Work.

All work guaranteed. Phone orders promptly attended to.

Phone—Blue 128 3rd and Main Sts
PERRYSBURG, O.



Mellotone

THE MOST BEAUTIFUL FINISH FOR THE WALLS OF YOUR HOUSE

A Paint—ready to use—easy to apply—giving beautiful tints and colors.

Has all the soft, beautiful, useful effects that are so popular today—with the latest colors in decorations.

May be used on old or new walls, on plaster, concrete, burlap, metal, etc.

Durable - - WASHABLE - - easily cleaned - - not easily marred.

Ask us for Color Cards and for facts about all LOWE BROTHERS PAINTS and VARNISHES

They are what you want

J. DAVIS Hardware Co.

You look at your watch for the

TIME,

Read our ads for

PASTIME.

THE CHARLES L. KOCH CO.

Perrysburg, O.

E. L. CLAY, Manager

DON'T BUY WEEDS IN FIELD SEEDS

Our "PINE TREE" Timothy 98 1-2 per cent pure is the best Also Good Clean Alfalfa, Red and Alsike Clover.

FENCE

AMERICAN and JACKSON

Complete Line with Gates and Barb Wire.

WM. SCHLECT



WARNING!
HINTS! REMINDERS!
—On—
A Burning Subject!

IT IS
Hardly Safe Yet
TO LET
THE FIRES GO OUT

It's Treacherous Weather!

Danger Lurks in the Lingering Cold!

Another Ton May See You Thru.

If Too Much

It Will Keep Till Next Fall!

C. L. MADDY & CO.

Phone your Order to Main 48